"Grandpa's Gift"

Norman Rockwell celebrates the joys of the golden years

When my father was still a young man, he created a remarkable series of portraits of people in their golden years—people who were as vigorous, as independent, as accomplished in their crafts and as wise in the ways of the heart as he himself would grow to be decades later.

I've often wondered why he did it and, more important, how, as a young man (he painted "Grandpa's Gift" in 1922), he managed to paint the satisfaction he would later come to enjoy in his own life.

As I look at "Grandpa's Gift" and the other splendid portraits that make up the *Rockwell's Golden Moments* plate series, I think I have a clearer understanding of the insights that gave my father the strength to be true to himself, to paint what he really believed, for more than sixty years.

What strikes me most about "Grandpa's Gift" is the expression of concentration on the old gentleman's face as he applies the final coat of varnish to a cradle that will soon hold the first of a new generation. I've seen this grandfather's steadfast gaze before—his brow furrowed in deep concentration. It is the picture of Norman Rockwell at work. Even when he was considered an unquestioned master, just as we may imagine this craftsman to be, my father became wholly absorbed in his painting.

We can tell by the grandfather's expression that, right now, refinishing this family heirloom perfectly is the most important job in the world, and he is giving it all he has. The moment *he* will cherish—and perhaps now anticipates—is when he will present the finished cradle to his daughter. But it is the gift of himself—his experience, his knowledge, his love—that creates the golden moment Norman Rockwell captures here.

"Grandpa's Gift" was specially selected to inaugurate the *Rockwell's Golden Moments* collection because it conveys the realizations about life that Norman Rockwell discovered as a young man and lived to enjoy in his later years. He discovered that the important things in life—pride in one's work, close family ties, and good friends—become more important as the years go by and that the struggle to succeed becomes less significant.

"Grandpa's Gift" is a tribute to my father's philosophy of "living life to the fullest" as well as a celebration of the rich, satisfying times—the golden moments—in our lives.

Thomas Rockwell

For The Norman Rockwell Family Trust

Full color on fine Knowles China
Shown actual size (8½-inch diameter)
Bradex No. 84-R70-10.1







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'*s Golden Moments* plate series

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by in his later years. They became
ockwell's credo and enabled him
whole life long.

who were not scrupulous or careful, who presented some very mediocre pieces as Norman Rockwell collectibles, and who were more interested in exploiting the Rockwell name than in making fine Rockwell art available to collectors. We still don't want any part of that.

Q. How did you decide on Knowles China and the Rockwell Society of America as the issuers of a new plate series endorsed by The Norman Rockwell Family Trust?

A. We've been very pleased with the consistent high quality of the collector's plates created by Knowles China, and I feel that the Rockwell Society of America shares my family's concern for the integrity of Norman Rockwell's art. We chose the Society and Knowles because we want the *Rockwell's Golden Moments* series to be an important addition to the collectibles market.

Q. What might your father have thought about all of this?

A. My father wanted his work to be seen and enjoyed, and it gives my family and me great pleasure to be able to bring it to a whole new audience.





Each plate in the ***Rockwell's Golden Moments*** *collection features a 22-karat gold band.*

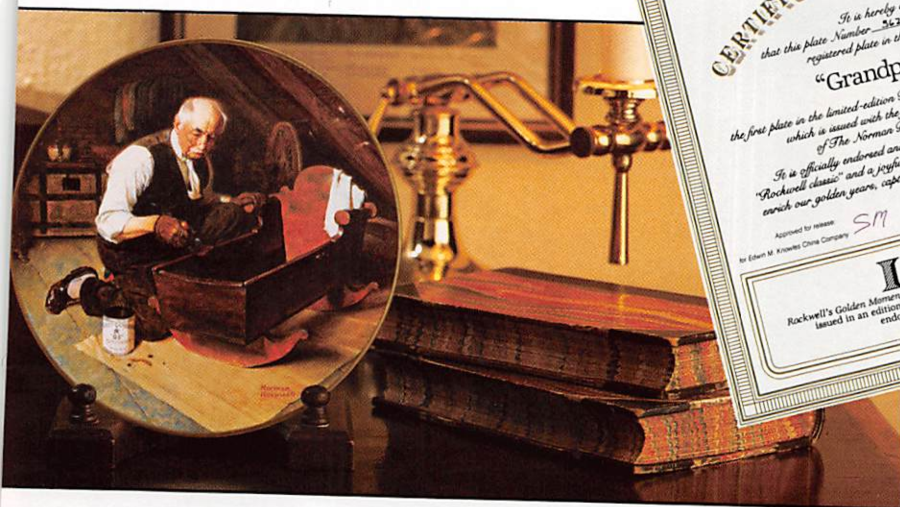


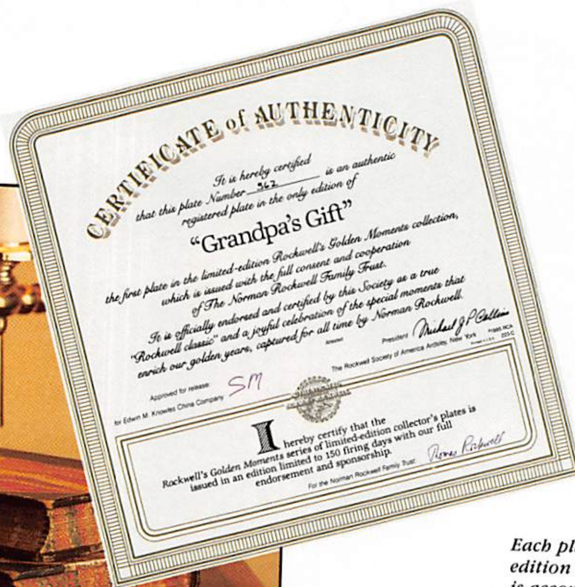



"61"
FLOOR VARNISH
WALNUT
Norman
Rockwell

›ckwell Society of America

pa's Gift'' is certified by the Rockwell
of America and issued in an edition
limited to 150 firing days.





CERTIFICATE of AUTHENTICITY

It is hereby certified that this plate Number 562 *is an authentic registered plate in the only edition of*

"Grandpa's Gift"

the first plate in the limited-edition Rockwell's Golden Moments collection, which is issued with the full consent and cooperation of The Norman Rockwell Family Trust.

It is officially endorsed and certified by this Society as a true "Rockwell classic" and a joyful celebration of the special moments that enrich our golden years, captured for all time by Norman Rockwell.

Attest — President, The Rockwell Society of America Ardsley, New York

Approved for release: SM for Edwin M. Knowles China Company

I hereby certify that the Rockwell's Golden Moments series of limited-edition collector's plates is issued in an edition limited to 150 firing days with our full endorsement and sponsorship.

For the Norman Rockwell Family Trust

Each plate in the limited edition of "Grandpa's Gift" is accompanied by a Certificate of Authenticity and a full description of its historical significance signed by Thomas Rockwell.

r a decade we have studied the works of Norman Rock-
l have gained a deep appreciation of his considerable
talents and his vast contribution as a chronicler of
nature.

n we began compiling Norman Rockwell's portraits of
n their golden years, I don't think any of us anticipated
a dimension of emotional importance these pieces had
artist.

his own family was close enough to Norman Rockwell,
, to witness his struggles to overcome artistic insecu-
see his eventual success in arriving at a style true to him-
accomplishing his goal of "giving people pictures they
nile at."

ockwell's Golden Moments collection would never have
ssible without the insights and cooperation of Thomas
l and The Norman Rockwell Family Trust. This collec-
veys probably the most personal, most honest look at
s favorite contemporary illustrator ever revealed.

dpa's Gift" was specially selected to launch this collec-
use it simply but masterfully sums up Rockwell's op-
ttitude toward life. It conveys a message of love and
ce that—like all Rockwell's best work—has an appeal
proven not only universal, but also immortal.

he Rockwell Society of America are proud to affix our
randpa's Gift," certifying it a true "Rockwell classic."

Charter of the Rockwell Society of America

In affixing its official seal to a limited-edition collector's plate, the Rockwell Society of America certifies it to be a true Rockwell classic in compliance with the standards of significance and quality of the Society. To wit:

The *artistic* significance of the work must be evident; it must represent a central achievement in Norman Rockwell's development; or it must define an artistic period or style; or it must represent an artistic breakthrough or other substantive aesthetic accomplishment.

Additionally, the work must be *historically* significant in that it reveals some previously unseen facet of Rockwell's personality or represents a new direction in his artistic interests, in, or coincident with, the work. The re-creation of Rockwell's artwork and signature in the finest china must satisfy *rigorous criteria of authenticity.*

Further, the art must never have appeared in any form whatsoever as a limited-edition collectible previous to issuance; and the plate must be issued in a *strictly limited edition* as defined by the Selection Committee of the Society.

Only works that meet these requirements are eligible for certification as true Rockwell classics.

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